Success starts with the story you tell
What does every kayaker know that every CEO needs to?
Your boat goes where your eyes go.
Seligman: The biggest predictor of human thriving is not the facts of your situation, but your “explanatory mindset” — aka, the story you tell.

Newport: Your brain constructs your worldview based on where you put your focus.

Yale University: The story you tell about aging can extend your life by 7.4 years.

Thoreau: “It’s not what you look at that matters, but what you see.”
Stories are survival instruments.

Homo sapiens became the dominant species literally *because we are storytellers*. Stories connect us to each other; they are how we make sense of the world, and how we get the will to change it.
We are exposed to 14 newspapers’ worth of information every day. At least 90% of it goes straight into the brain’s spam filter, never even registering with our conscious mind.

But 90% of the stories we hear never break through.
I think we’re gonna need a better narrative.
How did a struggling actress from Austin become YouTube’s #1 instructor?
Lead with feelings, not with facts

BJ Fogg:

Chip and Dan Heath:
“Behavior change happens in highly successful situations mostly by speaking to people’s feelings.”

Daniel Kahneman:
“(When getting people to act), size of action does not matter. Size of emotion does.”
A narrative reset can change the world.
Eighty years ago one saved it.
“We believe that all meaningful problems are deeply rooted and difficult to change. Many problems are deeply rooted, and yet one of the themes that (we find) again and again… is that small shifts in mindset can trigger a cascade of changes so profound that they test the limits of what seems possible.”

Kelly McGonigal, *Upside of Stress*
The story we tell becomes true

Telling someone at the start of a task “you’re the kind of person who can do this” makes them 31% more likely to succeed.

If a teacher believes a student won’t perform well, the student is less likely to perform well — even if the teacher never says it out loud.

Stories lay down tracks in our brain that are visible on an MRI. Those tracks become our identity. And we follow them, for better or for worse.
It’s more complicated than being upbeat.
“Optimists were the first to die.”
Good stories don’t deny the hard times.

They help us transcend them.

If you own your story, you can write the ending.

- Brene Brown
Tom Hanks channeling a critical scientific principle: It’s the hard that makes it great.
Post-Adversarial Growth: It’s the hard that makes us great

Daniel Pink: We flourish most when doing something difficult, as long as we believe it matters.

Up to 90% of people experiencing hardship say afterwards that it made them stronger.

Women who lived through WW2 said it was the best time in their lives because they were making a difference in the world.

“It’s really important to let kids know...that they are born into a time where they can do profound good and have really transcendent, powerful impacts on the world.”

Sarah Myhre, Climate Scientist
Yet, in every story, abyss happens.
What story do we tell to survive it?
I love. And because I love I resist. There have been many theories on what’s fueling the growing demonstrations against racism all over America, from small towns to large cities. Let me offer another one: Love. We love. 😊
Remember Your Why

Forty companies in crisis: those who focused in on their deeper purpose were most likely to survive.

Survivors of natural disasters who helped others were significantly less likely to get PTSD or depression.

Doctors with depression got better when they spent a few hours a month reflecting on why they practice medicine.

In times of stress, lean into your purpose: the why of your story
The most important story is the one you tell yourself.

Change that story, and everything changes.
When you change the narrative, everything changes

See the river, not the rocks

The story you tell becomes true

It’s the hard that makes us great

In the abyss, remember your why
Success starts with the story you tell

Email
robyn@castleandspark.com

Website
www.castleandspark.com

Phone number
404-317-1586
If the world feels pretty chaotic, take heart: Here is where all the best stories start.
Success starts with the story you tell

Email
robyn@castleandspark.com

Website
www.castleandspark.com

Phone number
404-317-1586